

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 028389

P R 271600Z APR 76
FM AMEMBASSY PRAGUE
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 0107
USOFFICE RFC PARIS

UNCLAS PRAGUE 1129

COMMERCE FOR BEWT/TPD - BLAIR THOMPSON

REF: (A) PRAGUE 1110, (B) USDOC 7172, (C) PRAGUE 1091, (D) USDOC
6656, (E) PRAGUE 926

E.O. 11652: N/A
TAGS: BEXP, CZ
SUBJ: 1976 BRNO FAIR

SUMMARY: DETAILED INFORMATION GIVEN ON PROPOSED USG EXHIBIT AT
1976 BRNO ENGINEERING FAIR.

1. POST IS SENDING (UNDER TRANSMITTAL SLIP REFERRING TO REFS A & B)
DETAILED PLANS OF FAIR SPACE BY AIR TO USDOC, BEWT/TPD, BLAIR
THOMPSON. REFERENCE IS MADE IN THIS TELEGRAM TO THESE SIX EXHIBITS.

2. EXHIBIT A IS A MAP OF BRNO FAIRGROUND. INDOOR SPACE NOW OFFERED
BY FAIR MANAGER MATULOVA IS LOCATED IN UPPER END OF PAVILION R
(REF C, PARA 2). THE 594 SQUARE METERS OF OUTDOOR SPACE (ISLAND)
IS LOCATED BETWEEN PAVILIONS R AND Z. ADDITIONAL OFFICE SPACE
(REF A, PARA 2) IS LOCATED IN PAVILION A 3. (NOTE: THIS A 3 OFFICE
SPACE WILL BE AVAILABLE FOR USE 6 WEEKS BEFORE FAIR BEGINS
AND FOR SHORT PERIOD AFTER FAIR CLOSES.)

3. EXHIBIT B IS FLOORPLAN OF THE INDOOR SPACE IN PAVILION R.
FURTHER SPECIFICATIONS ARE GIVEN ON PAGE 10 OF EXHIBIT C, A BOOK-
LET ENTITLED "INFORMATION ON THE EXHIBIT FIELD."

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4. EXHIBIT D IS LAYOUT OF THE OUTDOOR ISLAND BETWEEN

PAVILIONS R AND Z. RECTANGLE OFFERED US IS NUMBER E ON THE EXHIBIT. ALSO SHOWN IS OUR POTENTIAL AREA IN PAVILION R. THIS OUTDOOR SPACE CAN ONLY BE USED AS UNCOVERED SPACE OR AS SITE OF CUBICLES (REF A, PARA 1).

5. EXHIBIT E IS A DIAGRAM OF THE OFT-MENTIONED CUBICLES (OLD TYPE MONTI STANDS). THESE DIAGRAMS ARE SOMEWHAT CONFUSING, BUT WE ASSUME THEY SHOW VARIOUS CONFIGURATIONS AND COMBINATIONS (SHAPED LIKE LETTER I, L OR U) WHICH CAN BE CREATED FROM BASIC MODULES. BASIC OLD MODULE IS 3 BY 5 METERS (REF E, PARA 1). WE LEARNED AT OUR MEETING AT BRNO THAT A NEW MODEL IS ALSO AVAILABLE WHICH IS 3 BY 6 METERS AND CONSTRUCTED OF ALUMINUM RATHER THAN WOOD AND DOES NOT REQUIRE PAINTING (OLD TYPE DOES). BOTH MODELS ARE 250 CENTIMETERS IN HEIGHT, BUT OLD AND NEW TYPES CANNOT BE JOINED TOGETHER.

6. EXHIBIT F 1 SHOWS PROFFERED OFFICE SPACE ON THIRD FLOOR OF PAVILION A 3. EXHIBIT F 2 INDICATES GROUND FLOOR PLAN OF PAVILION A 3. SPACES ON THE GROUND FLOOR ARE NOT OFFICES BUT OPEN AREAS WHICH CANH7547 3\$ AS DISPLAY OR INFORMATION BOOTHS. WE HAVE BEEN OFFERED ONE OF THE UNCLAIMED FOUR AREAS (NOS 1, 2, 10, OR 12).

7. MATUTPVA EXPRESSED GREAT CONCERN TO EMBOFFS THAT US GOVERNMENT HAS STILL NOT FORMALLY APPLIED FOR SPACE AT THE FAIR. (APPLICATIONS WERE DUE MARCH 1.) WE PROMISED TO EXPEDITE APPLICATIONS. A 50 PER CENT DEPOSIT MUST ACCOMPANY EACH APPLICATION, WHICH IN THE CASE OF THE INDOOR SPACE IN PAVILION R WOULD BE 24,000 SWISS FRANCS (100 SF PER SQUARE METER PER REF C, PARA 2) AND THE OUTDOOR ISLAND SPACE, 11,583 SWISS FRANCS (39 SF PER SQUARE METER PER REF E, PARA 1). SHOULD WE DESIRE OFFICE SPACE IN PAVILION A 3, A SEPARATE APPLICATION MUST BE SUBMITTED. THE THIRD FLOOR A 3 OFFICES OFFERED US ARE 30 SQUARE METERS EACH AND RENT FOR 110 SWISS FRANCS PER SQUARE METER. (FIRST FLOOR DIMENSIONS AND PRICES APPROXIMATELY THE SAME ALTHOUGH WE DO NOT HAVE HARD DATA.) DEPOSIT IS THUS 1,650 SWISS FRANCS FOR EACH OFFICE OR A TOTAL OF 4,950 SWISS FRANCS FOR ALL THREE ON THIRD FLOOR. (NOTE: FAIR MANAGEMENT HAS TOLD US ALL QUOTED PRICES WILL PROBABLY RISE BY ABOUT TEN PERCENT BY UNCLASSIFIED

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TIME FAIR IS HELD IN SEPTEMBER. FIFTY PER CENT DEPOSITS, HOWEVER, ARE COMPUTED ON PRICES QUOTED HERE.)

8. SUB-EXHIBITORS DO NOT REPEAT DO NOT SUBMIT INDIVIDUAL APPLICATIONS. HOWEVER, FAIR AUTHORITIES REQUIRE THAT APPLICATION FORM HAVE ATTACHED A LIST OF EXHIBITORS INCLUDING NAME, ADDRESS, TELEX NUMBER, TELEPHONE, CABLE ADDRESS AT THE MINIMUM. THIS INFORMATION IS INCLUDED IN FAIR CATALOGUE AT NO

COST. FIRMS CAN, AT EXTRA COST, ALSO PROVIDE BIEF DESCRIPTION OF THEIR GOODS AND/OR SERVICES FOR INCLUSION IN CATALOGUE, WHICH EMBASSY BELIEVES WOULD BE DESIRABLE. WE URGE THAT DEPARTMENT NOT WAIT UNTIL FINAL LIST IS AVAILABLE BEFORE GIVING US LIST OF CURRENTLY KNOWN EXHIBITORS. WE CAN PASS ADDITIONAL NAMES AS THEY BECOME KNOWN, AND THE SOONER WE SUBMIT NAMES OF EXHIBITORS THE BETTER.

9. ACTION REQUESTED: (A) PLEASE ADVISE WHICH AREA OR AREAS WE SHOULD REQUEST FOR USATECH 76 AND AUTHORIZE EMBASSY TO MAKE FORMAL APPLICATION FOR SPACE.

(B) PLEASE CABLE TO EMBASSY ASAP INFORMATION ON PARTICIPATING FIRMS (PARA 8) WHICH MUST ACCOMPANY APPLICATION FORM.

(C) PLEASE SEND FISCAL DATA ASAP DIRECTLY TO RFC PARIS AND REQUEST RFC TO ISSUE SWISS FRANC CHECK (OR CHECKS) AS DEPOSIT ON AREA (AREAS) DESIRED AND TO MAIL CHECKS DIRECTLY TO EMBASSY SO WE CAN FORMALLY APPLY FOR SPACE.

PERRY

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Margaret P. Grafeld
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